
DURHAM CONVENTION AND VISITORS BUREAU/ DURHAM TOURISM DEVELOPMENT AUTHORITY

PROGRAM DESCRIPTION

The Durham Convention and Visitors Bureau (DCVB) is a freestanding community organization formed by an inter-local agreement between the City and County to generate and fuel taxable spending from visitors. The occupancy tax the County levies is a 5 percent tax on gross receipts of hotel and motel facilities. The Durham Convention and Visitors Bureau receive 40% of the hotel and motel tax revenue. The remaining 60 percent is divided between Durham County and Durham City. The County share of the split is 57.5 percent. Funded by occupancy tax revenue, the goal of the Bureau is to broaden the tax base and stimulate the economy through aggressive marketing activities. The Durham Convention and Visitors Bureau is located at 101 East Morgan Street in downtown Durham.

Effective March 1, 2002 legislation enacted by the State, allowed Durham County which levied an additional 1% tax on gross receipts of hotel and motel facilities, making the total occupancy tax 6%. This legislation also created a new authority, in place of DCVB, the Durham Tourism Development Authority (DTDA). All funds generated from the occupancy tax due to the DTDA are no longer budgeted in the County, thus the fiscal year 2002 figures reflect the last of the appropriation of funds in the County budget.

The use of the proceeds of the additional 1% tax is specifically delineated in the legislation. During the first 24 months that the additional tax was levied, Durham County received the first \$200,000 collected, which funded the development of a Cultural Arts Master Plan (see under Culture and Recreation section of this document a brief explanation). The next \$948,000 received were directed as follows during fiscal year 2002-2003: \$700,000 to DTDA to promote travel, tourism and conventions in Durham County; and \$248,000 to the City of Durham for the design and engineering costs associated with the construction of a Performing Arts Theater. The following \$400,000 collected, per the legislation, will come to Durham County to be used for improvements or debt service related to the Museum of Life and Science. The next \$500,000 would also come to the County to be credited into an Arts Reserve Fund to be used to implement the Cultural Arts Master Plan being developed in fiscal year 2003.

The \$400,000 is appropriated in the fiscal year 2003-2004 budget and will offset the debt service due for the most recently issued General Obligation Bonds for the BioQuest exhibits at the North Carolina Museum of Life and Science. The \$500,000 anticipated for the Arts Reserve Fund has not been included in the fiscal year 2003-2004 budget, as these funds are not anticipated during the fiscal year 2003-2004.

The office is open every weekday from 8:30 a.m. to 5 p.m. Visitor information displays and voice information are available at all times.